

ABSTRACT

An end-user is directed to a location on the Internet based on machine-readable codes scanned by the end user. The end-user is associated with at least one of the following: an end-user country selection, an end-user language selection, a service category, an access media type, and the presence of an access certificate. A database with a plurality of entries is provided. Each of the entries is associated with a machine-readable code and includes one or more different network addresses. Code information associated with the scans of machine readable codes made by the end-user is received at a network site. In response to the scan information, entries associated with the machine-readable codes scanned by the end-user are retrieved from the database. At least some of the entries include information irrelevant to the information associated with the end user. Only relevant entries are selected. The end user is connected with the network addresses selected.

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